



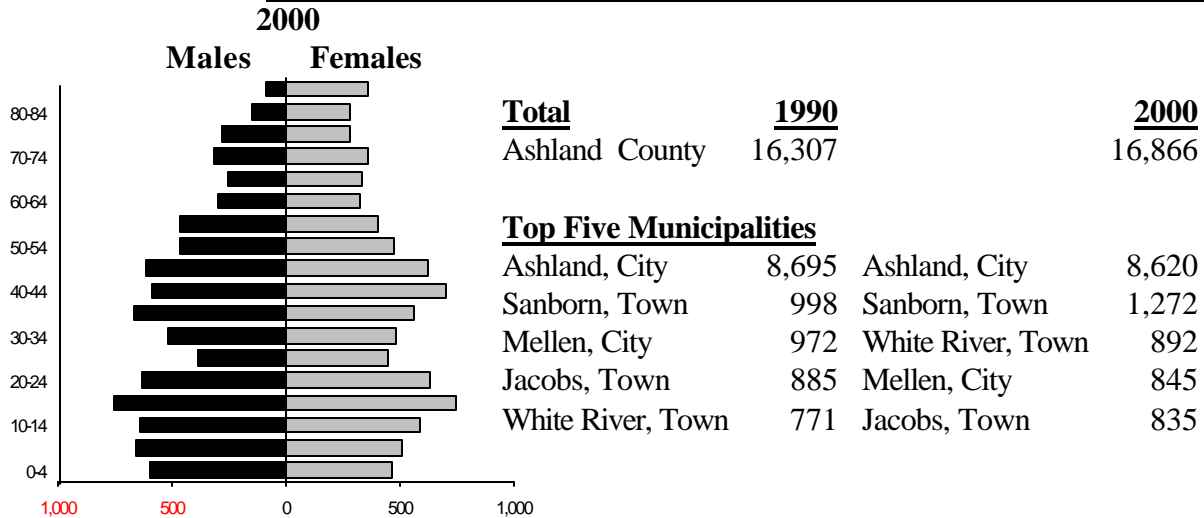
...experienced a 3.4% increase in population between 1990 and 2000, resulting in a 2000 total population of 16,866. In 2000, the county had 16.2 persons per square mile, a density much lower than the state as a whole. The median age in Ashland County is 36.9, indicating a population close to that of the State of Wisconsin, which has a median age of 36.0 years. The largest municipality is the City of Ashland.

The median value of owner-occupied housing in Ashland County is \$60,400. 19.1% of the housing units are seasonal, a value above the state's average of 6.3%.

Farmland covers 7.0% of the county, while 42.9% of Wisconsin land is used for farming. The county is 81% forested and has 157 of the State's 15,057 lakes.

In Ashland County, C.G. Bretting Mfg. Co. Inc. employs more workers than any other manufacturing firm, and the Bad River Band of Lake Superior Chippewa is the largest non-manufacturing employer. The Service industries generate the largest share of the county's total personal income. Ashland County's 1999 median household income was \$31,628.

## Population



## Quality of Life

	<u>Wisconsin</u>	<u>Ashland</u>
Persons per Square Mile, 2000	98.8	16.2
Number of Staffed Hospital Beds, 1995	16,070	106
Average Birth Rate per 1,000 population, 2000	12.9	13.3
Public School Enrollment, 2000-2001	879,476	3,091
Number of 2000 Public High School Graduates	58,545	75
1999-2000 Public High School Dropout Rate	2.3%	0.0%

## Vital Statistics

	<u>1990</u>		<u>2000</u>	
	<u>Wisconsin</u>	<u>Ashland</u>	<u>Wisconsin</u>	<u>Ashland</u>
Birth Rate (per 1,000)	14.8	12.4	12.9	13.3
Death Rate (per 1,000)	8.7	13.1	8.7	12.2
Number of Marriages	38,934	171	36,100	146
Number of Divorces	17,727	54	17,337	66

**Housing**

	<u>1990</u>	<u>2000</u>
Total Number of Housing Units	8,371	8,883
Number of Single-Unit Structures	6,000	6,539
Number of Multiple-Unit Structures	1,290	1,450
Number of Single Units Permitted	7	(NA)
Number of Multiple Units Permitted	0	(NA)
Percent Seasonal Housing	17.2%	19.1%
Median Value, Owner-Occupied	\$37,300	\$60,400
Median Rent	\$217	\$317

**Recreation**

<u>1995 Number of:</u>	<u>Wisconsin</u>	<u>Ashland</u>
Campgrounds	1,106	15
Campsites	75,367	271
Hiking Trails (in miles)	5,617	180
Mountain Biking Trails (in miles)	3,155	16
Cross Country Skiing Trails (in miles)	4,154	51
Snowmobile Trails (in miles)	14,896	297
Visitor Expenditures, 2000	\$11,046,539,344	\$53,576,427

**Income**

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Total Personal Income	\$128,190	\$220,515	\$363,984
Non-Farm Personal Income (in thousands)	\$126,034	\$217,820	\$365,278
Farm Income (in thousands)	\$2,156	\$2,695	\$(1,294)
Per Capita Income	\$7,579	\$13,555	\$21,600
Transfer Payments (in thousands)	\$30,843	\$51,559	\$76,368
Proprietor Income (in thousands)	\$12,554	\$19,297	\$33,726

## Banking

<u>2000</u>	<u>Wisconsin</u>	<u>Ashland</u>
Savings Institutions-Offices	396	0
Savings Institutions-Savings Capital (Millions)	\$12,761	\$0
Commercial Banks-Offices	1,720	9
Commercial Banks-Deposits (Millions)	\$62,618	\$224

## Government Finance

<u>1997</u>	<u>Wisconsin</u>	<u>Ashland</u>
Total Property Taxes Levied (in 1000's)	\$5,144,206	\$10,403
Effective per Capita Property Tax	\$997	\$628
Total Expenditures (in 1,000's)	\$17,139,825	\$58,254
In Dollars per Capita	\$3,322	\$3,516
As Percent of Total:		
Education	43.2%	42.7%
Health & Hospital	4.5%	2.2%
Police	5.0%	3.8%
Fire	2.3%	3.0%
Public Welfare	6.8%	8.1%
Highways	7.7%	14.4%

## Retail, Service, Wholesale

<u>1997</u>	<u>Wisconsin</u>	<u>Ashland</u>
Number of Retail Sales Establishments	21,717	113
Sales (in thousands)	\$50,520,463	\$149,705
Annual Payroll (in thousands)	\$4,826,217	\$13,445
Number of Service Establishments	55,618	195
Receipts (in thousands)	\$48,559,607	\$70,940
Annual Payroll (in thousands)	\$18,990,629	\$30,331
Number of Wholesale Establishments	8,025	18
Sales (in thousands)	\$57,192,863	\$40,534
Annual Payroll (in thousands)	\$3,764,944	\$3,320

**Manufacturing****1997****Wisconsin****Ashland**

Number of Establishments	9,936	28
Number of Employees	562,479	1,661
Total Payroll (in 1,000's)	\$18,766,395	\$44,776
Production Workers, average number	416,254	1,341
Production Worker Hours (in 1,000's)	837,444	2,664
Production Worker Wages (in 1,000's)	\$11,952,570	\$32,201
Value Added (in 1,000's)	\$54,947,083	\$73,662
Value of Shipments (in 1,000's)	\$117,382,992	\$150,728

**2002 Top Employers****Top Five Manufacturing Firms****Number Employed****Product/Type of Business**

C.G. Bretting Mfg. Co. Inc.	250-499	Paper Industries Machinery
Bird's Eye Veneer Co.	100-249	Hardwood Veneer and Plywood
Columbia Forest Products Inc.	100-249	Hardwood Veneer and Plywood
Larson-Juhl U.S. L.L.C.	100-249	Wood Frames
Butternut Veneers Inc.	50-99	Hardwood Veneer and Plywood

**Top Five Non-Manufacturing Firms**

Bad River Band of Lake Superior Chippewa	500-999	Tribal Government
Memorial Medical Center Inc.	250-499	General Hospital
School District of Ashland	250-499	Elementary/Secondary School
Wal-Mart Associates Inc.	100-249	General Merchandise Store
Northland College	100-249	College

**Employment by Industry**

	<b><u>1980</u></b>	<b><u>1990</u></b>	<b><u>2000</u></b>
Mining	10	(L)	(L)
Construction	277	506	569
Manufacturing	1,493	1,659	1,780
Transportation and Public Utilities	523	404	432
Trade	1,581	1,705	1,962
Services	2,796	3,139	4,132
Government	1,074	1,360	1,628

## Income by Industry

In Thousands:

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	\$161	\$0	\$0
Construction	\$4,063	\$12,534	\$16,141
Manufacturing	\$22,303	\$40,774	\$60,261
Transportation and Public Utilities	\$10,336	\$10,956	\$16,859
Trade	\$13,119	\$21,558	\$28,749
Services	\$26,473	\$49,755	\$96,532
Government	\$15,216	\$31,177	\$54,276

## Natural Resources

	<u>Wisconsin</u>	<u>Ashland</u>
Land Area (square miles)	54,310	1,044
Total Forest Land (in thousands of acres)	15,964.8	538.9
Commercial	15,702.5	509.9
Non-Commercial	262.3	29.0
Percent Land in Forests	46%	81%
Number of Lakes	15,057	157
Total Acreage of Lakes	982,155	5,936

## Farming

<u>1997</u>	<u>Wisconsin</u>	<u>Ashland</u>
Number of Farms	65,602	186
Land in Farms (acres)	14,900,205	46,503
Average size of Farm (acres)	227	250
Sales by Selected Products (in 1,000's):		
Hay, Silage, and Field Seeds	\$106,572	\$377
Vegetables, Sweet Corn, and Melons	\$149,443	(DS)
Fruits, Nuts, and Berries	\$140,140	(DS)
Nursery and Greenhouse Crops	\$157,348	\$24
Poultry and Poultry Products	\$241,523	\$8
Dairy Products	\$2,746,950	\$3,578
Cattle and Calves	\$670,518	\$759
Hogs and Pigs	\$151,164	\$5

Notes:

(NA) - Not available

(DS) - Data suppressed; not shown to avoid disclosure of confidential information

(L) - Less than 10 persons employed in "Employed by Industry" or less than \$50,000 in "Income by Industry"

Number of Single-Unit Structures - Number of housing units standing alone

Number of Multiple-Unit Structures - Number of housing units connected to another structure, including other housing units

Percent Factory Jobs - Percent of employed persons working in factories

Services - Includes services and finance, insurance, and real estate

Trade - Includes retail and wholesale trade

## **SOURCES:**

### **TEXT**

1999 Median Household Income, U.S. Bureau of the Census, Census 2000

### **POPULATION**

U.S. Department of Commerce, Bureau of the Census.

2000 Census of Population and Housing

Table P8: Sex by Age

1990 Census of Population and Housing

Table P001: Persons

2000 Census of Population and Housing

Table P1: Total Population

Wisconsin Department of Workforce Development, County Workforce Profiles, Fifth Edition, 2002.

Top Five Municipalities

### **QUALITY OF LIFE**

U.S. Bureau of the Census, Census 2000. State & County Quick Facts, Geography Quick Facts

Persons per Square Mile

Wisconsin Department of Health and Family Services, Division of Health, Bureau of Health Care

Number of Staffed Hospital Beds, 1995

Wisconsin Department of Health and Family Services, Wisconsin Births and Infant Deaths, 2000 Report

Table 23: Number of Births by County of Residence, Wisconsin 1980-2000

Wisconsin Department of Public Instruction, Statistics and Reports, Student Data

Raw Data for Public School Enrollments, Graduates, and Dropout Rates

### **VITAL STATISTICS**

Wisconsin Department of Health and Family Services, Vital Statistics Reports

Wisconsin Births and Infant Deaths, 2000

Table 23: Number of Births by County of Residence

Wisconsin Deaths, 2000

Table 3: Deaths by County of Residence

Wisconsin Marriages and Divorces, 2000

Table 4: Monthly Marriage Totals by County

Table 6: Divorces and Annulments by County

### **HOUSING**

U.S. Department of Commerce, Bureau of the Census, Census 2000.

Table H1: Housing Units

Table H30: Units in Structure

Table H8: Vacancy Status

Raw Data for Seasonal Housing

Percentages

Table H76: Median Value for Specified

Owner-Occupied Housing Units

Table H56: Median Contract Rent

U.S. Department of Commerce, Bureau of the Census, Census 2000.

CenStats Databases:

Building Permits, Annual 2000

Note: Data for some counties are not exact because some municipalities had no available data (NA).

### **RECREATION**

Wisconsin Department of Natural Resources.

Unpublished Data for Wisconsin Statewide

Comprehensive Outdoor Recreation Plan for 1991-1996.

Wisconsin Department of Tourism, Research and Travel Trends

1993-2002 Economic Impact of Traveler Expenditures by County

### **INCOME**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

### **BANKING**

Federal Deposit Insurance Corporation, Summary of Deposits, Individual State Tables

Table 07: County (June 30, 2000)

### **GOVERNMENT FINANCE**

U.S. Department of Commerce, Bureau of the Census.

Census of Governments, 1997. County Area Finance and Employment Fast Facts.



## **RETAIL, SERVICE, WHOLESALE**

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.  
EC97R44-WI Census of Retail Trade, 1997.

Table 3: Summary Statistics for Counties, 1997.  
EC97W42-WI(RV) Census of Wholesale Trade, 1997.

Table 5: Summary Statistics for Counties, 1997.  
Economic Census, 1997. Summary Statistics.  
Raw Data for Service Industries

Note: The Census of Service Industries was not compiled in 1997 due to the change in industry coverage from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS). There is no Service Industries classification in the new system.

## **MANUFACTURING**

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.  
EC97M31-WI Census of Manufacturing, 1997.

Table 3: Industry Statistics for Counties, 1997.

## **TOP EMPLOYERS**

Wisconsin Department of Workforce Development, Local Labor Market Information, Top Fifty Employers by County.

Raw Data for Public and Private Employers, 2002.

## **EMPLOYMENT BY INDUSTRY**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA25: Total Full-Time and Part-Time Employment by Industry

Note: Data was compiled in March, 2003.

## **INCOME BY INDUSTRY**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

## **NATURAL RESOURCES**

U.S. Department of Commerce, Bureau of the Census, Census 2000.

GCT-PH1: Population, Housing Units, Area, and Density, 2000.

Schmidt, Thomas L. Wisconsin Forest Statistics, 1996. United States Department of Agriculture, Forest Service.

Table 1: Area of Land by Forest Survey Unit, County, and Major Land-Use Class, Wisconsin, 1996.

Wisconsin Department of Natural Resources, Bureau of Water Resources Management-Lake Section, Wisconsin Lakes PUB-FM-800 99Rev.

Inland Lake Summary Information by County

## **FARMING**

AC97-A-49 Census of Agriculture, 1997.

Table 1: County Summary Highlights.

Table 2: Market Value.

Table 14: Cattle and Calves: Inventory & Sales.

Table 15: Hogs and Pigs: Inventory & Sales.

Table 16: Poultry: Inventory & Sales.

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